

5th South Pacific Tourism Organisation Conference

"Tourism: Investment In Our Future"

17th – 18th October, 2005
Port Moresby, Papua New Guinea



Main Sponsors

AMERICAN
EXPRESS

The SPTO conference is a most significant and prestigious biennial Tourism Conference, which involves the 13 SPTO member countries, Tourism Ministers, Head of Tourism Organisations, and Industry member of the South Pacific.

The conference brings together key participants and industry members who are vital in assisting the promotion and enhancement of tourism in the region.

The Papua New Guinea Tourism Promotion Authority has the pleasure of hosting such an event for the first time in SPTO's long history. The conference will be held from Monday 17th to Tuesday 18th October 2005 in Port Moresby.



This event is timely and important as part of Papua New Guinea's 30th Independence Anniversary.

Welcome messages



Hon. David Basua, Minister of Culture & Tourism, Papua New Guinea

WELCOME...As host Minister for the 5th Ministerial Council Meeting and the South Pacific Tourism Conference, I extend a very warm welcome on behalf of our government and people of Papua New Guinea to all delegates and visitors to our beautiful country. It is indeed fitting that PNG should host such an important tourism meeting of fellow Pacific Islanders given that our country is now seeing increased tourism activity and development. More significantly, it is the 30th anniversary of PNG's independence and hosting such an important regional event adds value and meaning to the government's commitment to tourism development. The conference theme: "Tourism: Investment In Our Future", so aptly captures this vision to foster economic and social development in our country and region. I am sure given the vast and uniquely diverse cultures of our great land, including the many varieties of flora and fauna and the beautiful smiles of our people you will enjoy your stay in our country, Papua New Guinea.



Peter Vincent, Chief Executive Officer, Tourism Promotion Authority, Papua New Guinea

It is indeed a great honour and privilege on behalf of the local industry members to welcome you all to Papua New Guinea, particularly in this phase of major developments within the tourism industry in our beautiful country. No doubt, our industry stands to benefit immensely from the experiences of the region and your participation at this 5th South Pacific Tourism Conference will surely add value to what we are already doing here. It is a challenge to manage tourism in such a diverse nation as ours with over 800 different languages and we thank the SPTO for having the confidence and trust in our ability to host this important regional event. We welcome you all to Papua New Guinea and we hope you will have a great time.



Robert Skews, Chairman, South Pacific Tourism Organisation

Kia Orana! It is my pleasure to welcome you to our 5th SPTO conference in Papua New Guinea. Our theme is Tourism ; Investment in our Future. Our conference promises to be entertaining as well as informative and we believe that everyone who attends, will take something positive away from our gathering. I do hope you also have time to see a little bit of this vast country, with its many cultures within its far reaching borders. Papua New Guinea is unique, so do make the most of your opportunity whilst here, to see and do as much as you can. I am personally very happy to be here to be able to catch up with some old friends, having spent 4 ½ years here in the mid 1980's. Please enjoy your conference.



Lisiate Akolo, Chief Executive Officer, South Pacific Tourism Organisation

Hamamas long lu kim yu and welcome to the Fifth Biennial SP Conference here in Port Moresby. With the theme of "Tourism: Investment In Our Future", it is appropriate that the conference is held in PNG, a country with immense diverse resources that needed investments to develop them to their full potential. May you have a fruitful conference and enjoy PNG's hospitality, and be part of its 30th Independence Anniversary.

SOUTH PACIFIC ISLANDS - DISCOVER PARADISE!

PNG Tourism Promotion Authority, P.O.Box 1291, Port Moresby, Papua New Guinea
Phone: (675) 320 1613, Facsimile: (675) 320 0223

Website: www.spto.org/conference.shtml

Conference Speakers

The Conference Speakers their background and their speech topics...

MONDAY 17th OCTOBER 2005

Dr. Harsh Varma

"Trends in Future Tourism Investment"



Dr. Harsh Varma is currently the Chief of Technical Cooperation of the World Tourism Organization and has been the Regional Representative for Asia and the Pacific and, Chief of the Organization's Asia-Pacific Section from 1989 to 2004. Prior to joining WTO, Dr. Varma was Deputy Director General in the Ministry of Tourism and Civil Aviation of India.

Holder of professional degrees in tourism from the United Kingdom and Austria, Dr. Varma has specialized in tourism planning and tourism marketing. He has been responsible for implementing WTO programmes and projects in the Asia-Pacific region – the prominent amongst these being China, India, Indonesia, Malaysia, Philippines, Republic of Korea, Sri Lanka, Maldives, Bangladesh, Islamic Republic of Iran and Thailand. He has also organized a number of technical seminars and workshops in the region on subjects of contemporary interest to the countries in the region. He also acts as WTO's Project Coordinator for the Silk Road project which involves twenty countries of Asia, the Middle East and Europe and aims to revive the ancient Silk Road as an attractive tourism product.

Dr. Varma has lectured extensively in Asia and the Pacific, Europe and the Americas and has a number of technical articles on tourism to his credit. He also supervises the working of the WTO's Regional Office in Japan and presently represents the Organization on the Board of the Indian Ocean Tourism Organization (IOTO).

Andrew Drysdale

"The State of Global Aviation Industry and its Impact on Regional Airlines."



Mr Drysdale, was appointed Regional Director Asia/Pacific for IATA in April 2002. On 12 March he was appointed Regional Vice president for Asia/ Pacific, the first such appointment in IATA.

He has had extensive experience in aviation and tourism in Australia and the South Pacific. Mr Drysdale was for 10 years Managing Director and Chief Executive Officer of the Fiji national airline Air Pacific during a period of major strategic growth and profitability. He has also successfully held positions as C.E.O. of Fiji based Blue Lagoon Cruises Ltd, tour wholesaler Tapa Tours, Managing Director of Australia's Captain Cook Cruises Ltd. and C.E.O. of Publicly listed Australian Regional Hazelton Airlines. He is a former engineering apprentice and has held engineering qualifications on a range of piston and jet aircraft.

Mr Drysdale served for eight years on the Board of the PacificAsia Travel Association, as PATA Chairman in 1996/97 and is a life member of the Association. He has served on the Board of IATA, as Chairman of IATA's Committee on Human Resources, Chairman of the Association of South Pacific Airlines and as a Director of the Regional Airlines Association of Australia. He is a Fellow of the Royal Aeronautical Society, Fellow of the Australian Institute of Management and a former student of Harvard Business School where he completed the Advanced Management Programme in 1986.

Andrew Edwin John Fairly

"Tourism - Future South Pacific Market Trends"
- 'The Turtle Island Experience'



Andrew Fairley is very committed to sustainable tourism and the development of tourism in less developed countries to alleviate poverty in regional areas. He has been a Director of Turtle Island, Fiji since 1985, and together with Richard Evanson, has played a role in elevating Turtle Island to achieve international recognition for its commitment to destination stewardship and community capacity building.

In 1994, he launched South Pacific Holidays, a specialist Fiji tour operator in the U.S.A. and Australia respectively. South Pacific Holidays is now one of the larger specialist operators in the U.S for Fiji.

He is a Director of the International Ecotourism Society in Washington, and Ecotourism Australia. He is also an International Board member of the Small Luxury Hotels of the World.

He is also a Director and major shareholder of the Sundowner Motor Inns Group in Australia which operates 16 hotels throughout Eastern Australia, and a Council Member of Deakin University.

Andrew was recently appointed as the Chairman of the Victorian Alpine Resorts Coordinating Council (ARCC), which was established under the Alpine Resorts Management Act 1997, reporting to the Minister for Environment. One of the main functions of the Council is to plan for and facilitate the establishment, development, promotion, management and use of the alpine resorts of Victoria. In addition, Andrew is the Chairman of the Sir Andrew and Lady Fairley Foundation, and a member of the Youth Strategy Action Group of Mission Australia.

Andrew has practiced as a Commercial & Equity Lawyer for 25 years.



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TUESDAY 18th OCTOBER 2005

Dr. Steve Noakes - CRC

"Conserving our Tourism Resources through Sustainable Tourism"



Steve Noakes has been promoting, selling, operating or planning tourism into the South Pacific and other regions of the world for almost 30 years. Nowadays he is a senior Consultant to the world's largest tourism research organisation, the Sustainable Tourism Cooperative Research Centre and Chair of the Sustainable Tourism Committee established by the Pacific Asia Travel Association. He is active in a number of international tourism forums, including the World Tourism Organisation, the Commonwealth Business Council, the International Council of Tourism Partners and a number of United Nations associated organizations. He is a Director of the first Australian tourism operator to become certified with Green Globe, Binna Burra Mountain Lodge in the Lamington National Park, Australia. His wife, Suzanne, is well known in PNG as a Tour Guide for the past 15 years with American groups.

Dr. Trevor Sofield

"Poverty Reduction through Sustainable Tourism in the South Pacific"



Dr Trevor Sofield is professorial chair of the Tourism Programme at the University of Tasmania, Professorial Research Fellow in the School of Tourism and Leisure Management, University of Queensland, adjunct professor Tourism Programme, Murdoch University, Western Australia, and Technical Director, Sustainable Division, CRC/GRM International Consortium. He is currently team leader for an Asian Development Bank project in Cambodia and Vietnam (the Mekong Tourism Development Programme) where pro poor and equitable tourism development is a major focus, targeting more than 5 million poor.

For the last three years Professor Sofield has led an international team from the World Tourism Organization developing the ST-EP concept - i.e. Sustainable Tourism as a tool for the Elimination of Poverty. He has been engaged by a number of governments and other agencies to apply the concept to major tourism development projects in countries such as Nepal, China, Indonesia, Malaysia, and now Cambodia and Vietnam. He has published widely on the topic and is regarded as one of the foremost Researchers in this field globally. Dr Sofield is married with three children.

Robert Igara

"Sustainable Tourism - A Case Study from Papua New Guinea"



Robert Igara is Chief Executive Officer of the PNG Sustainable Development Program Ltd.

His appointments to Boards of Companies, Statutory agencies, Statutory authorities and Government-Owned Corporations include; Director of Oil Search Ltd, a member of the Board of Bank of Papua New Guinea, Director (on behalf of PNGSDP) / Chairman of PNG Microfinance Ltd. And Director (on behalf of PNGSDP) of PNG Sustainable Energy Ltd. Chairman of Minerals Resource Development Company Ltd, Director of Air Niugini Ltd, Chairman of Public Officers Superannuation Fund Board and Director of Bank of Papua New Guinea.

He also is the Founding Chairman of Board of Directors of Investment Promotion Authority, Small Business Development Corporation, Industrial Centres Development Corporation, National Forestry Authority and PNG/Halla Cement Corporation during years 1991 – (January) 1994. And State Director on (Commonwealth Development Corporation/PNG Government owned) oil palm and cocoa company – Milne Bay Estates Pty Ltd, 1987-88. Mr. Igara is married with three children.



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**5TH BIENNIAL SOUTH PACIFIC TOURISM ORGANISATION
PORT MORESBY, PNG, 17th - 18th OCTOBER 2005
"TOURISM: INVESTMENT IN OUR FUTURE"**

PROVISIONAL PROGRAMME

SUNDAY 16th OCTOBER 2005

9.00 – 4.00 pm Registration (Crown Plaza Hotel / Holiday Inn Hotel)

6.00 – 9.00 pm PNG Welcome Function – Sponsored by (to be advised..)

MONDAY 17th OCTOBER 2005

9.00 – 9.05 Assumption of Chair by Chair of Conference

9.05 – 9.15 PNGTPA Welcoming Remarks

9.15 – 9.25 SPTO Council Chair's Remarks

9.25 – 9.35 PNG Minister of Tourism (or PM's) Keynote Speech & Opening of Conference

9.35 – 10.00 (Sponsor's Name) Morning Tea

10.00 – 10.45 **SESSION A – INVESTMENT:
"Trends in Future Tourism Investment"
– Dr. Harsh Varma**

10.45 – 11.30 Questions and panel discussion from Session A, with panelists from other SPTO member countries*.

11.30 – 12.15 **SESSION B – AIRLINES:
"State of Global Aviation Industry & Its Impact
on regional Airlines"
– Andrew Drysdale, Regional President, Asia/Pacific, IATA.**

12.15 – 1.00 Questions and panel discussion from Session B, with panelists from SP national airlines and associated travel industry*.

1.00 – 2.00 (Sponsor's Name) LUNCHEON

2.00 – 2.45 **SESSION C – MARKETING:
"Future SP Marketing Trends – the Turtle Island Experience",
– Andrew Fairley, Marketing Director, Turtle Island Resort,
Yasawa Group, Fiji Islands.**

2.45 – 3.30 Questions and panel discussions from Session B, with panelists from SP national airlines and associated travel industry*.

3.30 – 4.00 (Sponsor's Name) Afternoon Tea

4.00 – 4.30 Summary of Outcomes of Day One Discussions

6.30 – 8.30 (Sponsor's Name) Cocktail Party



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TUESDAY 18th OCTOBER 2005

- 9.00 – 9.45 **SESSION D – SUSTAINABLE TOURISM:**
 **"Conserving our Tourism Resources through Sustainable
Tourism"**
 – **Dr Steve Noakes, Director, Cooperative Research Centre
(Australia) & Chair, PATA Sustainable Tourism Committee.**
- 9.45 - 10.30 Questions and panel discussions from Session D, with panelists
 from SP national tourism offices*.
- 10.30 - 11.00 (Sponsor's Name) Morning Tea
- 11.00 – 11.45 **SESSION E – POVERTY REDUCTION:**
 **"Poverty Reduction through Sustainable Tourism
in the South Pacific"**
 – **Dr Trevor Sofield, Professorial Chair, University of Tasmania /
Research Fellow, University of Queensland.**
- 11.45 – 12.30 Questions and discussions from Session E, with panelists from SP
 national governments, church groups & NGOs*.
- 12.30 – 2.00 (Sponsor's Name) Luncheon
- 2.00 – 2.45 **SESSION F – SUSTAINABLE TOURISM:**
 "Sustainable Tourism – A Case study from PNG"
 – **Robert Igara Chief Executive Officer of the PNG Sustainable
Development Program Ltd..**
- 2.45 – 3.15 Questions and discussion from Session E, with panelists from PNG
 and SP national tourism offices*.
- 3.15 – 3.45 (Sponsor's Name) Afternoon tea
- 3.45 – 4.15 Summary of Outcomes of Day Two Discussions
- 4.15 – 5.30 **CONFERENCE SUMMARY / CLOSURE**
- 6.30 – 8.30 **(Sponsor's name) CLOSING FUNCTION (if any)**



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Key Facts on Port Moresby for Conference Delegates

Getting Around

Jackson Airport is located 11 km from the centre of Port Moresby. The international Terminal offers duty free shopping, car hire and foreign exchange facilities. Metered Taxis are available from the international terminal and domestic terminal. Most hotels provide courtesy transfer buses. Please confirm when reserving your accommodation. Public Motor Vehicle (PMV) operates city routes at a cost of 70 toea per trip.

Useful Phone Numbers

Air Niugini

General Information (675) 327 3409
Reservations & Confirmations (675) 327 3555 (Domestic)
Reservations & Confirmations (675) 3273444 (International)

Qantas

General Information 180 1222

Police 000

Fire 000

Ambulance (675) 325 6822

Tourism Promotion Authority (675) 320 0211

Currency

Papua New Guinea currency is the Kina which is divided into 100 toea. Most international currency and travellers' cheques are accepted by banks and hotels. Banks can be found in all the major centres. Major credit cards are also accepted at most of the hotels, restaurants and travel agencies. A branch of the Bank of South Pacific is open for business at Port Moresby's International terminal for currency exchange at arrival and departure times of all international flights. Westpac and ANZ have ATM facilities for credit and debit cards - withdrawals are in local currency. Check with your financial provider to ensure that you are able to use ATMs in PNG.

Banking hours:

Monday to Thursday 9.00am - 3.00pm

Friday 9.00am - 4.00pm

Customs and Quarantine

Adults (18 years and over)

- 200 cigarettes or 250 grams of tobacco
- 2 litres of alcohol beverages including wines and spirits
- New goods to the value of K1,000.00 excluding electronic and electrical appliances like non portable stereos, digital cameras, VCR, VCD players, DVD players etc.
- Visitors to PNG are allowed one still photographic camera and video camera duty free so long as the items are taken out of the country with them when they leave.
- Laptops and other equipment brought in for use while in PNG are also allowed duty free so long as they are taken out again when they leave the country.
- Minors – (17 years and below)
- K500.00 worth of goods excluding electronic and electrical appliances. No alcohol and tobacco allowance for minors.

Languages

Although there are over 800 languages spoken in PNG, English is widely spoken and is accepted as the official language of Government and the business community. Tok Pisin and Motu are also widely spoken throughout the country.

Time Zone

PNG is 10 hours ahead of Greenwich Mean Time.



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Communication

PNG has modern satellite communications with ISD and STD dialing available in most parts of the country. Overseas mobile phones do not operate in PNG. Prepaid mobile sim cards and Telikads (landline) are available in major centres. Telex and facsimile services are also available except in very remote areas where high frequency radio is in use .

Note: (Roaming services may be active before the conference)

Driving

Foreign country drivers ' licenses are valid for 3 months upon arrival.
Vehicles travel on the left side of the road with a city speed limit of 60 kph .

Electricity

Electricity supply is 240 volts AC 50Hz. Some hotels have 110 volt outlets in guestrooms.

Climate

Climate is warm to hot and humid through out the year. Temperatures on the coast vary between 25 °C –30°C all year round and in the Highlands, the temperature can reach 20°C during the day but can be very cold at night.

Health

Although water quality complies with WHO standards, it is advisable for visitors to drink bottled or boiled water in towns and rural areas. While Port Moresby is relatively malaria free, PNG is still class if ie dasa malaria-prone zone and travellers are advised to seek medical advice prior to travel. To protect against nasty bugs, travellers may choose to use insect repellent and wear long-s leeved sh irts, trousers and shoes in the evening. Dental, medical and hospital services are all available in major centres. Medical clinics and aid posts are found in remote areas and there are several privately owned hospitals.

Dress

Dress is informal and casual for most occasions. Thongs, sneakers, collarless shirts or shorts are not permitted in some restaurants and bars . Lightweight clothing is suitable for coastal areas but a sweater or jacket will be needed in the highlands.

Restaurants

Western cuisine is available in hotels, restaurants , guest houses and lodges. Port Moresby has many Asian and European restaurants . Most hotels serve a variety of international and local food.

Tipping

Tipping is neither expected nor encouraged.

Shopping

Commercial business:

Monday – Friday 8.00am – 4.30pm ,Saturday 8.00 am -12.00noon

Sunday individual shops are open

Government offices :

Monday – Friday 7.45am – 4.00pm

Local markets sell a wide range of freshfruit and vegetables . Artisans sell their crafts by the roadside or at the local markets.



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Cultural Events

Celebrations of traditional culture include:

- May – PNG Coffee Festival & Trade Fair, Goroka
- June – Lukim PNG Nau Tourism Exhibition
- July – Tumbuan Mask Festival, East New Britain
- August – Enga Cultural Show, Enga Province
- August – Mt. Hagen Show, Western Highlands
- September – Hiri Moale Festival, Port Moresby
- September – Goroka Show, Goroka
- October – Morobe Show, Lae
- November – Canoe Festival, Alo tau

Export Rules

Many artefacts, historical and cultural objects are prohibited export items. Check export permit requirements with the National Museum. Export permits for wildlife and animal products are issued by the Nature Conservation Division of the Department of Environment and Conservation.

National Museum: Phone: (675) 323 4816
 Environment & Conservation : Phone: (675) 325 0194

Accommodation – Costs based on Conference rates

- Crowne Plaza - K475.00, AUD\$187.00, US\$148.43
 - Ela Beach Hotel - K290.00, AUD\$114.69, US\$90.62
 - Holiday Inn. - K400.00, AUD\$158.20, US\$125.00
 - Airways Hotel - K405.00, AUD\$160.17, US\$126.56
 - Gateway Hotel - K290.00, AUD\$114.69, US\$90.62
 - Hideaway Hotel - K300.00, AUD\$118.65, US\$93.75
 - Lamana Hotel - K180.00 , AUD\$71.19, US\$56.25
- All rates quoted are inclusive of Breakfast; however exclude 10% GST
 (accommodation rates may vary at time of booking due to currency fluctuation)

Airline Schedules

Day of the Week	Inbound	Outbound
Sunday	BNE – POM 11am	POM – BNE 7am POM – SYD 3am
Monday	SYD - BNE-POM 8 am Honiara – POM noon Cairns – Port Moresby	POM - Honiara
Tuesday	BNE – POM 11am	POM – BNE 7am
Wednesday	BNE – POM 11am	POM – BNE 7am
Thursday	BNE – POM 11am	POM – BNE 7am
Friday	BNE – POM 11am	POM – SYD 3pm POM – Honiara
Saturday	SYD - BNE - POM 8am	

Entry Requirements

A 60 day tourist visa can be obtained from any PNG Diplomatic Missions.
 Entry visa can also be obtained on arrival for a fee of K100.00.

Departure Tax

All international tickets issued should include PNG departure and terminal taxes, ensure you check with your travel agent.



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CONFERENCE REGISTRATION

Registration Fees entitles the delegates to all the conference activities as indicated in the programme. Registered delegates will be issued badges, and entrance to all the conference activities and sessions will not be permitted without them.

Registration Fees:

Registration: AUD\$200.00 Closes: (30th August, 2005)

* The above fee includes Morning & Afternoon tea throughout the conference and sponsored functions

To register, please complete the registration form and send it by Fax to:

Dorothy Koch

Asst. Events Co-ordinator
Total Event Company
P.O. Box 774
Port Moresby
Papua New Guinea
Ph: (675) 321 3222
Fax: (675) 320 1995
Email: tec@naufm.com.pg

or

Jim Yomapisi

Marketing Manager
Tourism Promotion Authority
P.O. Box 1291
Port Moresby
Papua New Guinea
Ph: (675) 320 1613
Fax: (675) 320 0223
Email: jyomapisi@pngtourism.org.pg

*One registration per form. To register additional attendee, please fill in a separate form.

Please E-mail Conference Co-ordinator for more information:

Dorothy Koch - tec@naufm.com.pg



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